



Thursday, May 2, 2013
Richmond, Virginia



Robert F. McDonnell
Governor



COMMONWEALTH of VIRGINIA

Office of the Governor

May 2, 2013

Dear Friends:

Welcome students, mentors, advisors and entrepreneurs. The Governor's Business Plan Challenge is part of an important 'start-up' conversation going on right now throughout Virginia.

Virginia's entrepreneurial economy is alive and well. By creating a pro-business environment and making strategic investments in transportation, economic development, and education, Virginia has reinforced its position as the best state for small business owners to open, expand or relocate their business. Some of those future businesses may be with us today.

Undergraduates across the Commonwealth are developing new and innovative products, ideas for services and concepts that are sure to transform current industry. The Challenge is an exciting way to encourage these students who are on the front lines of a new industry. The next great Virginia company might be just an idea in a dorm room or a lab right now.

Today, you will have the chance to interact with Virginia's top entrepreneurs, innovators and thought leaders. Our generous sponsors, mentors and advisors made today possible and I extend my sincere thanks for their time and talent.

Please accept my best wishes for the Challenge. I encourage you to continue this 'start-up' conversation beyond today.

Sincerely,

Robert F. McDonnell

Agenda

- 9:30 a.m.** Doors Open and Breakfast, Conference Room 1
- 10:30 a.m.** Welcome from Governor McDonnell and Jack Forestell, CapitalOne, West Reading Room
- 11:00 a.m.** Rapid Fire Pitches, East and West Reading Room
- 12:30 p.m.** Lunch and Remarks from Secretary of Education Laura W. Fornash, West Reading Room
- 12:45 p.m.** Panel: Access to Capital, West Reading Room
- 1:45 p.m.** Finalist Pitches, West Reading Room
- 2:15 p.m.** Panel: Entrepreneur Success Stories, West Reading Room
- 3:00 p.m.** Grand Prize Announcement, Secretary James S. Cheng, West Reading Room
- 3:30 p.m.** Closing, West Reading Room

Patrick Henry Building



The Governor's BUSINESS PLAN CHALLENGE

Hosted by Work It, Richmond

OPEN

Participating Teams



Amanda's Jewelry Box

Bridgewater College

Amanda Harpine

Faculty Advisor: Roy Ferguson

Mentor: Generra J. Peck



Olde Virginia Cidery

Hampden-Sydney College

William Correll

Faculty Advisor: Justin Isaacs

Mentor: David Garlock



Feed the Fire Candles

Blue Ridge Community College

Andrew Evans

Faculty Advisor: Rebecca Evans

Mentor: Annie K. Morris



Garage Wash

Hampton College

**Kelvin May, Chris Johnson,
Keiara Avant**

Mentor: Karen Jackson

Faculty Advisor: Leslie West



SoundSense

Christopher Newport University

**Edward Pekalski, Andy McGregor,
Ethan Emanuele**

Faculty Advisors:

William Donaldson and Ronnie Cohen

Mentor: Christy T. Morton



eNVied Apparel

James Madison University

**Daniel Dzuiba, Zachary Katcher,
Ashley Petruccio**

Faculty Advisor: Carol Hamilton

Mentor: Logan A. Pugh



Symplevity

College of William & Mary

Todd Saunders

Faculty Advisor: Richard Ash

Mentor: Bob Mooney



Cup of Hope

Liberty University

**Tim Abbott, Tom Cirbus,
Robert Gallup**

Faculty Advisor: George Young

Mentor: Aaron Mathes



Forever Sweet Bakery

Danville Community College

**Kimberly Jones, Mona Snead,
Lakisha Kennedy, Dannel Snead,
Carol Ross-Betts**

Faculty Advisor: Vince Decker

Mentor: Generra J. Peck



AmericaMerch

Longwood University

Daniel Hughes, Kyle Profilet

Faculty Advisor: Claire LaRoche

Mentor: Janeen Wall



DubLife

Eastern Mennonite University

Joshua Mensah

Faculty Advisor: Anthony Smith

Mentor: Mark Cartwright



CampusWise

Old Dominion University

Franck Tchouambou, John Polizos

Faculty Advisor: Carol Simpson

Mentor: David Richards



Blue Brands

George Mason University

Mayo Welch

Faculty Advisor: Mahesh Joshi

Mentor: Aaron Mathes



Gwynn's Island Marina

Radford College

**Miles Ghorbanian, Charles Chlanda,
Alitalia Adams, Logan Moore**

Faculty Advisor: George Santopietro

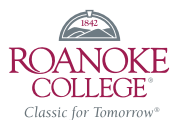
Mentor: Annie K. Morris

The Governor's BUSINESS PLAN CHALLENGE

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Participating Teams



Explore Park

Roanoke College

**David Poole, Garrett Hensel,
Daniel Henderson, Tyler Lackey**

Faculty Advisor: Michael Maxey
Mentor: W. Chad Cole



Resources Management Consulting

University of Virginia - Wise

Robert Galarza

Faculty Advisor: Shannon Blevins
Mentor: Logan A. Pugh



Catch a Ride

Shenandoah College

**Adrien Perazzi, Colin Sacks,
Mathilde Amiaud, Chasity Toms,
Brandon Adams, Evan Griffins**

Faculty Advisor: Alesia Slocum
Mentor: W. Chad Cole



Free Mobility

Virginia Commonwealth University

**Justin Dickerson, Jonathan Marsh,
Matthew Schell, John Swanson**

Faculty Advisors:
Ed Grier and Kenneth Khan
Mentor: David Richards



uBrew

University of Richmond

Sergio Angeles

Faculty Advisor: Nell Massee
Mentor: Todd Nuckols



Watchdog

Washington & Lee University

**Clark Jernigan, Jack Apgar,
Stephen Stites,
Drew Martin (currently abroad)**

Faculty Advisor: Jeffrey Shay
Mentor: Christy T. Morton



ProVazo

University of Virginia

**Timothy Higgins, Andrew Andreae,
Jessica Ungerleider**

Faculty Advisor: Brian Cullaty
Mentor: Paul Nolde

Notes

The Governor's BUSINESS PLAN CHALLENGE

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Judges and Panelists



Jim Cheng

Secretary of Commerce and Trade
Host

As Secretary of Commerce & Trade, Jim Cheng manages the jobs and opportunity agenda for Virginia. In this role, Secretary Cheng oversees thirteen state agencies focused

on promoting the growth of Virginia's vibrant business community and attracting new investment into Virginia's economy.

Secretary Cheng has over 20 years of experience in information technology and government contracting, and is active in angel investment and early stage entrepreneurial ventures of various types. He was most recently the President of Totus Lighting Solutions, a startup efficient-energy firm, and mentored several emerging companies.

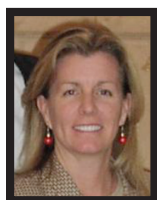


Jacob Geiger

Work It, Richmond
Host and Moderator

Jacob is the director, reporter, networker and head hand-shaker of Work It, Richmond. Before joining the small-business world, he helped get PolitiFactVirginia.

com off the ground. Jacob attended Washington and Lee University, majoring in European History (go figure) and journalism. Before coming to Richmond he covered things like insurance and the Federal Reserve for SNL Financial (trust him when he says the small-business beat is much more exciting and fun). When not working, you'll find him running or exploring the great outdoors with his wife, Keri



Letitia Green

Virginia Active Angel Network
Judge and Panelist

Letitia is the co-founder and Managing Partner of the Virginia Active Angel Network, LLC and CEO/co-owner with her husband (Mark Green) of ECorp Management

Associates, Inc., a commercial real estate firm representing retail tenants in their bricks and mortar strategies worldwide.



Marty Kaszubowski

Pixides Management, LLC
Judge

Marty is the Director of Innovation Strategies at Kaufman & Canoles Consulting. He has over 25 years experience with a broad spectrum of public- and private-sector

organizations in strategic planning, technology assessment, policy analysis, marketing, program management, mergers and acquisitions, forecasting, financial management, and starting/expanding companies. Marty is an effective, widely recognized advocate for innovation-led economic development and entrepreneurship at the local, state, and national levels



Robby Demeria

RichTech
Judge

Robby Demeria acts as the Executive Director of RichTech. A graduate of George Mason University, Robby began his career working in politics and lobbying and has become a leader in the Richmond technology and business community.

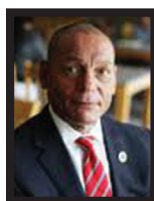


Jim Duffey

Secretary of Technology
Judge

James D. Duffey, Jr. was most recently President & CEO of Duff Consulting. Prior to starting his own consulting firm, Mr. Duffey spent 24 years at Electronic Data

Systems Corporation (EDS) from 1983 to 2007, where he held many different positions in the U.S. and Europe. Mr. Duffey earned his Juris Doctor degree at New England School of Law, Boston, Mass., after attending the University of Virginia, where he received a bachelor's degree in political science.



Gary Nakamoto

Former Vice Chairman and CEO
Base Technologies, Inc
Judge

Gary Nakamoto is the former Chairman of Base Technologies. In April 2011, Base Technologies, a professional services firm that specializes in information technology, outsourcing, and consulting was acquired by CA Technologies a Fortune 500 company.



Laura Fornash

Secretary of Education

Laura W. Fornash was appointed Secretary of Education by Governor Bob McDonnell on August 23, 2011. As a member of the Governor's Cabinet, the Secretary assists the Governor in the development and implementation of the state's education policy. In addition, Secretary Fornash provides guidance to the 16 public universities, the Virginia Community College System, five higher education and research center, the Department of Education and the state-supported museums. Prior to this appointment, she served as Deputy Secretary of Education and as the Executive Director of the Governor's Commission on Higher Education Reform, Innovation, and Investment.



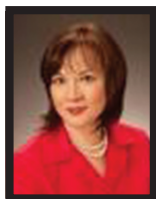
Dan Mindus

CIT Gap Funds
Judge and Panelist

Dan is Investment Director at CIT GAP Funds, where he manages initial company screening, due diligence, and deal structuring. Prior to joining CIT GAP Funds, Dan was

Vice President at the New Vantage Group, an early-stage investing company, where he led more than 20 investments. Dan has done stints at two consumer Internet startups, and in public policy, where his work was featured in The New York Times, The Financial Times, USA Today, The Washington Post, The BBC, Good Morning America, CNBC, and many other media outlets.

Judges and Panelists



Doña Storey

GOVTips.biz

Judge

Doña Storey has been a successful business owner for over 30 years. As creator of the GOVTips.biz website and the World's Biggest Customer book series, she is an expert on federal and corporate procurement.



John Paris

Williams Mullen

Innovator Sponsor and Moderator

John Paris is the chair of the Williams Mullen Private Equity Group. He also serves as chair of the firm's Innovation Committee. A corporate securities lawyer, the core of his practice involves representing mature and growth stage companies in many different industries seeking equity and debt capital, as well as representing them in mergers and acquisitions, licensing transactions, leveraged buyouts, and strategic joint ventures. Mr. Paris also has significant experience structuring and forming venture capital, mezzanine, and buyout funds and representing them in their investments in portfolio companies.



Jack Forestell

Capital One

Opportunity Sponsor and Panelist

Jack Forestell leads our enterprise digital mobilization efforts, including the development of our integrated online and mobile strategy. Jack is responsible for developing a focused strategy and compelling customer experience for our online and mobile channels, including marketing, sales and servicing.



Jonathan Aberman

Amplifier Ventures

Panelist and Judge

Jonathan Aberman is the founder and Managing Director of Amplifier Ventures (www.amplifierventures.com), a seed and early stage venture capital fund based in McLean, VA. Since 2005 Amplifier has helped to start 14 new technology companies, including BrightHub, Cardstar, Hook Mobil, SpydrSafe and Zenoss, and has achieved three positive exits to date (achieving an average exit IRR in excess of 40%). He is also the founder and President of FounderCorps (www.founder corps.org) a Virginia not for profit that provides experienced mentors to partners throughout the Greater Washington Region.



John Rothenberger

SE Solutions

Panelist

John Rothenberger is the founder of Strategic Enterprise Solutions, Inc. (SE Solutions), a results-focused management and IT services business that is committed to helping the Federal Government improve the nation's homeland security. John is a successful, serial entrepreneur who has started and grown businesses in both the commercial and federal marketplaces.



Zack Miller

Panelist

Zack Miller is the Managing Director at Hatch, a mentor based startup accelerator in Norfolk, VA. Miller has created a number of initiatives and companies in Norfolk, including Start Norfolk, Silicon Anchor News and

The Pitch. Zack was awarded the Impression in Print Leadership Award from the HR Chamber of Commerce in 2013. In 2012, he received 3 awards, "Entrepreneurial Champion" and "Top 40 Under 40" from Inside Business and received the CIT Gap 50 Award for being one of the top 50 entrepreneurs in Virginia. Zack is also a Regional Champion for Startup Virginia, under the Startup America Partnership, where he helps connect startups across the Commonwealth.



Todd Nuckols

Panelist

Todd leverages 20 years of experiences through four different technology startups as founder, product manager, CTO and evangelist to help new startups and new lines of business get moving in the right direction.

As VP of Business Development for EnterBridge (enterbridge.com), Todd assists large enterprise organizations extend key business processes through mobile solutions.



Joel Selzer

CEO & Co-Founder of ArcheMedX

Co-Founder & Chairman of Ozmosis

Judge

Joel is a serial entrepreneur and innovator in the healthcare industry. He co-founded and currently leads

ArcheMedX, a healthcare informatics and e-learning technology company based in Charlottesville, VA. Joel also serves as Chairman of Ozmosis, Inc., a provider of social business software and care collaboration solutions to the healthcare industry. Prior to Ozmosis, Joel co-founded and directed Medical Funding Services (MFS), a healthcare technology firm that took medical claims and payments into the digital age.



Kent Murphy

Axon Connected

Panelist



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